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UNITED STATES DEPARTMENT OF AGRICULTURE  
Federal Extension Service  
Washington 25, D. C.



EVALUATION OF FOUR HUMAN NUTRITION AND  
HOME ECONOMIC RESEARCH BULLETINS

Prepared by Evelyn L. Blanchard, Extension Nutritionist

Beef...Facts for Consumer Education. AIB-84.

Home Freezing of Fruits and Vegetables. Home and Garden Bulletin  
No. 10.

Nutrition...Up to Date, Up to You. GS-1.

Food Guide for Older Folks. Home and Garden Bulletin No. 17.

Beef Facts for Consumer Education is a technical publication written for the use of professional workers such as specialists, agents, and teachers.

Freezing Fruits and Vegetables gives information on a specific subject. It is given popular treatment and prepared for a general audience.

Nutrition Up to Date, Up to You is a general treatment of the subject prepared for a general audience.

Food Guide for Older Folks is prepared for a specific segment of the population and is written for the people themselves.

The questionnaire used was prepared cooperatively by representatives from the Division of Home Economics Programs, the Division of Extension Research and Training and the Information Division of Human Nutrition and Home Economics Research.

The schedules were taken by the Federal extension nutritionist as she traveled throughout the States and talked with State specialists. This gave an opportunity to make observations not included in the actual questionnaire. She also checked the bulletin racks in 10 counties she visited.

The States cooperating were: Arizona, Arkansas, Colorado, Connecticut, Georgia, Idaho, Indiana, Maryland, Michigan, Minnesota, Missouri, North Carolina, North Dakota, Ohio, Oregon, South Carolina, Utah, Vermont, Virginia, Washington, Wyoming, and Puerto Rico.

Most of the States indicated an appreciation of the efforts of USDA in producing materials which were of so much value to them.

Several States indicated that they depended on USDA for accurate information. On controversial matters they depend on the stand taken by the Department of

Agriculture. They did not accept with equal weight popular publications of other States.

States wanted to give favorable answers to all bulletins when it was necessary to be critical. When criticisms were offered they usually apologized even though they were assured before they started filling out the questionnaire that an honest answer was wanted. This was another indication of the respect for USDA bulletins.

#### USE OF PUBLICATIONS

As may be seen by the tabulated questionnaires, the Extension Service used the USDA publications primarily as a basis for radio programs, news releases, and training meetings for agents and leaders. For example, half of the States indicated they used Nutrition Up to Date, Up to You for these uses. If they did not use the publication it was often because they had a State publication of their own which they used instead. This was particularly true of Freezing Fruits and Vegetables. The USDA publications were sometimes used as supplements to State publications or as a basis for State publications. Or else they had no program on the subject because there was no demand for it by the people. This was true of Food Guide for Older Folks. Or they depended on outside sources; for example, on beef facts the information was obtained from the National Livestock and Meat Board.

Most States indicated they felt Nutrition Up to Date, Up to You and Freezing Fruits and Vegetables were very useful publications. When Food Guide for Older Folks first came out they tried to push it in the program. They found that older folks did not wish to be set apart, and after all, who is older? At 84 one specialist's mother still talks about the old ladies at her church but never regards herself as one of them.

The evaluation of Nutrition Up to Date, Up to You was complicated by Family Fare. Free copies of Family Fare, which is Nutrition Up to Date, Up to You with recipes, can be obtained through the Congressman's office. Some of the counties had supplies of Family Fare they had obtained in this manner.

Because there is so much conflicting information on some subjects the Extension Service and the farm people in general depend on the USDA as a reliable source of information.

Several Western States felt more help was needed in the freezing bulletins to adjust blanching time to high altitudes. They also commented that although 11 States have this high-altitude problem, they have received insufficient help on it through USDA.

The tabulated evaluation is as follows:



Evaluation of "Beef...facts for consumer education," AIB-84

1. Are you familiar with this publication? Yes 21 No 1.
2. Have you read: All of it 7 Part of it 13 None of it 2.
3. Have you used facts from this publication in preparing materials for --

	Many times	Ocassionally	Never
Radio.....	2	9	8
Television programs.....	1	2	9
News releases.....	3	10	6
Bulletins.....	1	4	9
News letters.....	1	6	9
General meetings.....	1	5	8
Training meetings for agents.....	5	8	6
Training meetings for leaders.....	2	10	6
Other uses.....	1	4	5

4. If you used facts from this publication in any of the above ways, which parts did you use? (Indicate the 4 parts most used by numbering from 1 to 4 in order of use)

_____	Historical background information
_____	Quantities used
<u>8</u>	Nutritive value
<u>12</u>	Market information
<u>15</u>	Selection
<u>11</u>	Use in family meals
<u>16</u>	Retail beef cuts: Characteristics and methods of cooking
<u>5</u>	Questions from homemakers
<u>1</u>	List of materials for use with consumer groups
<u>1</u>	References cited

5. Have you used any of the charts in --

<u>8</u>	Meetings
_____	Television programs
<u>4</u>	Other ways

6. Did you need information concerning beef that was not included in this publication? If so, what information did you need?

List percentage of edible portion for popular retail cuts of a certain grade -- for example:

U. S. Choice

Large charts, local information on present practices in meat selection and preparation. Also somewhat more detail on use of meat thermometer, but references given could answer this. Very good but would like to have average number of servings per pound (A.P.) amount of meat to buy per person

## DISTRIBUTION

Specialists did not always know about all the USDA publications in their field, but of the four publications checked only one specialist was not familiar with one of them. A better means of coordinating distribution within Extension was indicated. For example, in the case of Beef Facts, enough for one copy each for the home demonstration agents was sent to the State distribution offices. Specialists were not notified from the Federal office. As a result several of the States visited had not distributed them. One specialist had not heard of the publication, and on checking we found the entire supply had been sent on to the animal husbandry specialist by the distribution office because it said "Beef." In checking with counties we found that very few of the home demonstration agents had copies of this publication, although they were conducting beef programs and would have used the information. Some were using information from the National Livestock and Meat Board. They liked this because it was ready to use and available in quantity.

Several States indicated they could not get all the copies they wanted of Nutrition Up to Date, Up to You. Since this publication has always been available it was difficult to determine whether they meant they could not get free copies, or whether they were not using the proper channels.



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beef...facts for consumer education, AIB --(Cont.)

for equal amount of protein as given in AIS-69, Money-Saving Meat Dishes.

7. Was the bulletin organized so you could locate the information you needed?  
Yes 21 No 1
8. Have you included promotion of beef in your program during the period July 1953 to July 1954? Yes 20 No 1. If yes, did you get information from:
- 15 This publication
  - 14 Other USDA bulletins or releases (Federal or regional)
  - 6 State experiment stations
  - 16 National Livestock and Meat Board
  - 8 Other Sources
9. Was a copy of this publication sent to each county office? Yes 15 No       
Don't know 5.
10. Comments: The section on questions from homemakers has been very helpful in suggesting to agents how this material can be presented in an interesting manner. From the standpoint of the use in Oregon, an expansion of this section would be appreciated. The historical and background information has been less used by us. I realize, however, that a publication such as this is used by persons who do not have at all the same backgrounds. From my standpoint, I am particularly interested in concise, timely information concerning market forms and grades. These are phases of consumer education that change much more rapidly than some other facts covered in the bulletin. I am especially eager to be sure that I have the up-to-date information along the lines which I do not get from reports of research on food preparation.

Just started a State promotion campaign cooperating with the Wyoming Stock Growers Association. Will be using the above checked material more extensively in 1954-55.

Some of these bulletins were given away to the consumer education specialist, as they are of great interest to her.

Bulletins like this are excellent.

Give fundamental, useful information and charts.

Very helpful information in this publication.

State publication available before government bulletin was given out.

Only one copy available to each county as reference material.

Used information in replying to inquiries regarding buying and preparing beef.

Did not fit into planned program. Also, beef prices were not much lower than previously, so that one could not promote beef especially on the basis of being much lower in cost.

We need something like this in other subjects.

Beef...facts for consumer education, AIB -- Cont.

Very good.

Limited amount of this information would be fine to use in large quantities.

To use with leaders and agents.

A very good reference bulletin.

Good reference material. Liked material on grading and price of cooking.

Beef publication used in connection with home demonstration club meetings.

Reliable source material.

A very usable publication for agents and leaders. Information from this bulletin was used in preparing material for National Home Demonstration Week. Special emphasis was placed on meat and eggs during 1954.

Home Freezing of Fruits and Vegetables. Home and  
Garden Bulletin No. 10

1. Does your State have a record of number of copies of this bulletin distributed to each county? Yes 9 No 9. Don't know 3.
2. Are you familiar with this bulletin? Yes 21 No       .
3. Have you read: All of it 17 Part of it 4 None of it       .
4. Have you used any facts from this bulletin in preparing materials for--

10 Radio  
4 Television programs  
14 News releases  
5 News letters  
11 Bulletins  
9 General meetings  
14 Training meetings for agents  
17 Training meetings for leaders  
5 Other uses

5. Did the bulletin provide all the information you needed on this subject? Yes 11 No 6. If not, what information was lacking?

Used with State material on varieties adapted to high altitudes.

Special products

Prepared cooked foods, baked products, etc.

Varieties for our area and State needed.

Needs to have conversion on ascorbic acid, tablets, powder and so forth.

# Home Freezing of Fruits and Vegetables, Home and Garden Bulletin No. 10 (cont.)

Needed more on cooking frozen foods and more prepared cooked foods.

Special products grown in State, such as chiles, and loquats.

Characteristics of variety suited to freezing.

6. To what extent did you distribute the publication through:

	A large extent	:Some :extent	: Little : extent	: None :	:
General meetings.....	: 2	: 2	: 1	: 2	:
Training meetings for agents.....	: 10	: 6	:	:	:
Training meetings for leaders.....	: 9	: 5	:	: 2	:
Home Demonstration Club Meetings..	: 6	: 4	: 1	: 1	:
4-H Club meetings.....	: 3	: 2	: 5	: 1	:
In connection with displays and exhibits.....	: 3	: 2	: 3	: 3	:
	:	:	:	:	:
In response to:	:	:	:	:	:
Correspondence.....	: 6	: 5	: 3	:	:
Radio talks.....	: 4	: 4	: 2	: 2	:
Television programs.....	: 2	: 2	: 1	: 2	:
Other ways.....	:	: 2	:	: 2	:

7. Were you able to get as many copies as you needed for distribution?

Yes 17 No 3. No Answer 1.

8. If you did not use the publication or used it to a limited extent was it because--

       Insufficient number of copies were available

  1   Bulletin was not suitable for your State

  7   You have a State publication on freezing

       You preferred to use commercial bulletins on freezing.

    If so, what publications were they?

       Not applicable

       No major project on subject

9. Comments: We have not been distributing this bulletin widely for the following reason: Oregon State has Ext. Bul. 688. The Freezing Preservation of Fruits and Vegetables. This bulletin is based on experimental work which was carried out with Oregon varieties at the Oregon State Experiment Station. Varieties which have been found satisfactory for freezing are stated for the different fruits and vegetables.

Home Freezing of Fruits and Vegetables. Home and Garden Bulletin No. 10 (cont.)

Another reason why we have not used the Home and Garden No. 10 is that our bul. 688 states that a blanching time is counted when the blanching water again comes to a boil. It is confusing to our young people in 4-H, and perhaps some adults, to have two bulletins which have different directions for counting the blanching time. Some of our homes are still using wood as a fuel, although we have an exceedingly high percentage of families which have electricity in the home. We also have an appreciable number of families living at high altitudes. We feel that counting the blanching time when the vegetable again begins to boil is more precise direction.

Very good material for use in training agents and leaders.

Would have been more helpful to have information on fruits and vegetables introduce each section.

Use it more as reference material due to difference in language; also, freezing foods in Puerto Rico is limited to people of very high economic standards.

Would like to have information on freezing meat and poultry included. Some color would make bulletin more interesting.

We have found this very usable. State circulars are used for general distribution. This bulletin is used for leaders and upon special request.

Given to home agents for file reference.

This is our chief source of information--like it very much.

Is arranged for easy reference or use of parts.

Not suitable for our State.

Used during summer 1952 while our freezing bulletin was out of print.

We have distributed this bulletin widely through demonstrations held on a statewide basis on freezing fruits and vegetables.

Used it only when State bulletin was exhausted.

We do not use this material. We use our own State bulletin.

We used this publication until we reprinted one of our own.



Evaluation of Nutrition...up to date, up to you, GS-1

1. Does your State have a record of number of copies of this bulletin distributed to each county? Yes 9 No 8 Don't know 5.
2. Are you familiar with this publication? Yes 22 No         .
3. Have you read: All of it 18 Part of it 4 None of it         .
4. Have you used any facts from this publication in preparing materials for --

<u>10</u>	Radio
<u>        </u>	Television program
<u>15</u>	News releases
<u>1</u>	News letters
<u>9</u>	Bulletins
<u>17</u>	Training meetings for agents
<u>19</u>	Training meetings for leaders
<u>8</u>	General meetings
<u>5</u>	Other uses -- Source material for 4-H leaders

5. If you used facts from this publication, check the sections you have used:

	Many times	Occasionally	Never
<u>        </u> Information on nutrients...:	<u>13</u>	<u>8</u>	<u>        </u>
<u>        </u> Food plan.....:	<u>10</u>	<u>7</u>	<u>1</u>
<u>        </u> What's in each food group...:	<u>13</u>	<u>5</u>	<u>2</u>
<u>        </u> Servings and pounds.....:	<u>5</u>	<u>12</u>	<u>2</u>
<u>        </u> Smart buying.....:	<u>7</u>	<u>11</u>	<u>1</u>
<u>        </u> Wise storing.....:	<u>3</u>	<u>10</u>	<u>5</u>

6. To what extent did you distribute the bulletin through:

	A large extent	Some extent	Little extent	None
General meetings.....:	<u>1</u>	<u>4</u>	<u>3</u>	<u>5</u>
Training meetings for agents....:	<u>8</u>	<u>6</u>	<u>1</u>	<u>4</u>
Training meetings for leaders...:	<u>10</u>	<u>6</u>	<u>1</u>	<u>2</u>
Home demonstration club meetings:	<u>3</u>	<u>3</u>	<u>5</u>	<u>3</u>
In response to:				
correspondence.....:	<u>5</u>	<u>7</u>	<u>6</u>	<u>2</u>
radio talks.....:	<u>1</u>	<u>6</u>	<u>3</u>	<u>5</u>
television programs.....:	<u>        </u>	<u>        </u>	<u>        </u>	<u>7</u>
In connection with displays				
and exhibits.....:	<u>1</u>	<u>4</u>	<u>3</u>	<u>5</u>
Other ways.....:	<u>3</u>	<u>2</u>	<u>2</u>	<u>3</u>



Nutrition ...up to date, up to you, GS-1 -- Cont.

7. Were you able to get as many copies as you needed for distribution?  
Yes 16 No 5 . Don't know 1 .

8. If you did not use the publication was it because --

- 1 The publication was too long
- 3 The publication covered too many subjects
- 2 The publication was too difficult to use for homemaker  
distribution
- There were too few illustrations
- 3 Insufficient number of copies available
- 5 Other publications met the needs of the State better?

If so, were they: State publications 4 Commercial  
publications 1 Other publications 2 .

Other reasons: What were they? For use of agents as reference  
material due to difference in language. --- Have own storage bulletin.  
Used Food Fare instead in some cases.

9. Comments: Very helpful bulletin to use in connection with requests from  
men and women who ask for help concerning the nutritive value of foods.  
Helpful to answer letters, telephone calls, and projects such as Food To  
Fit Family Members of Different Ages, Planning Lower Cost Meals, etc.

Would have preferred to have each subject in a separate pamphlet.  
Would be put in more appealing form.

Good general information.

Gave it to many individuals who asked for a good plan.

An excellent publication; very readable. It covers basic nutrition and  
how to buy, store, and eat food to obtain a balanced diet in an  
interesting, clear way.

Had this publication preceded Family Fare it would have met our needs.

However, the homemakers appreciated the recipes.

Fairly technical presentation for general distribution.

Very good concise information. Used in response to requests on meal  
planning.

Used largely as supplementary material.

Used nutrition section and food plan often.

More **usable** if nutrition were separated from buying and storing in the  
bulletin to limit subject-matter scope.

This is excellent material. We need it! And plenty of it!

We used it extensively with most of our nutrition demonstrations as long  
as it was available. We had many requests for it after the supply was  
exhausted.

Used only as a reference. Never gave out to leaders or used with agents  
We had used Family Fare extensively.

Evaluation of Food Guide for Older Folks, Home and Garden Bulletin No. 17

1. Does your State have a record of number of copies of this bulletin distributed to each county? Yes 8 No 9 Don't know 5.
2. Are you familiar with this publication? Yes 22 No --.
3. Have you read: All of it 14 Part of it 8 None of it --.
4. Have you used any facts from this publication in preparing materials for --

10 Radio  
-- Television programs  
11 News releases  
5 Bulletins  
3 News letters  
9 General meetings  
11 Training meetings for agents  
12 Training meetings for leaders  
2 Other uses

5. If you used facts from this publication, check the sections you have used?

	<u>Many times    Occasionally    Never</u>		
A daily food guide.....:	8	:	9 : 2 :
The food plans.....:	5	:	10 : 3 :
Sample menus for a week.....:	2	:	7 : 5 :
Information on "if there's a problem".:	4	:	10 : 1 :

6. To what extent did you distribute the publication through:

	<u>A large extent</u>	<u>Some extent</u>	<u>Little extent</u>	<u>None</u>
General meetings.....:	1	:	4 : 3 :	4 :
Training meetings for agents.....:	8	:	4 : 2 :	2 :
Training meetings for leaders.....:	5	:	5 : 2 :	3 :
Home demonstration club meetings.....:	2	:	2 : 2 :	5 :
In response to:				
Correspondence.....:	1	:	8 : 4 :	4 :
Radio talks.....:	1	:	6 : 5 :	3 :
Television programs.....:	-	:	- : 1 :	6 :
In connection with displays and exhibits.....:	-	:	1 : 5 :	6 :
Other ways.....:	-	:	1 : 2 :	2 :

Food Guide for Older Folks -- Continued

7. Were you able to get as many copies as you needed for distribution? Yes 20  
No 1.

8. If you did not use the publication or used it to a limited extent was it because --

9 You were not emphasizing improved food habits for older people in your program

-- The title made the bulletin unpopular with older people

5 In your opinion older people do not wish to be set apart as having special problems

2 Insufficient number of copies available

2 Other publications met the needs of your State better? Yes 1 No 1.

If so, were they: State bulletins 2 Commerical bulletins --

Other publications -- .

Other reasons. What were they: Project under way before we were aware of this bulletin. Lack of requests.

9. Comments: Served a definite need. Very helpful. In leading discussions, it is highly desirable to mention that bulletins are available for children, adults, and older folks. I wish we had material for infant feeding that was as helpful for that age group as Food Guide for Older Folks has been.

Program plans for 1955 indicate more use for this bulletin in "interest groups".

Especially like last part on "if there's a problem."

Our State leaflet was distributed and used previous to this publication. Neither was popular. Very few requests.

Found it is most helpful.

Previous to this bulletin a meeting on a State wide basis was held on this subject so this was a review and bringing the problem under discussion again.

No demand for the topic.

Why separate this from Home and Garden Bul. No. 1? Make a paragraph in Nutrition up to Date, Up to You on this age group.

We have not had sufficient copies for very general use. Where we have used it the response was good. Before this bulletin was available many older people asked why we did not have something on food for older people.

Never had a project and so never used it.

No program because they did not wish to be set aside.



